

1 1. An apparatus for sending a broadcast message to a first  
2 recipient and a second recipient, the first recipient  
3 having a first receiving device addressable over a data  
4 network and the second recipient having a second  
5 receiving device addressable over a telephone network,  
6 the apparatus comprising:  
7 a message router, configured to translate the broadcast  
8 message into a first message and a second message,  
9 said first message being in a first format for  
10 delivery to the first receiving device, said  
11 second message being in a second format for  
12 delivery to the second receiving device;  
13 a data network server, coupled to said message router,  
14 configured to transmit said first and second  
15 messages over the data network, and to deliver  
16 said first message to the first receiving device;  
17 and  
18 a telephone network server, coupled to said data  
19 network server, configured to receive said second  
20 message from the data network, and to deliver the  
21 second message to the second receiving device over  
22 the telephone network.

- 1 2. The apparatus as recited in claim 1, wherein the  
2 broadcast message is originated in voice form.
- 1 3. The apparatus as recited in claim 2, wherein the first  
2 receiving device is a computer.
- 1 4. The apparatus as recited in claim 3, wherein said  
2 computer has an IP address, said IP address  
3 corresponding to the first recipient.
- 1 5. The apparatus as recited in claim 2, wherein said first  
2 message is delivered to the first recipient in text  
3 format as an email, or as a fax, or as a text file.
- 1 6. The apparatus as recited in claim 2, wherein said first  
2 message is delivered to the first recipient in voice  
3 format as an electronic voice file.
- 1 7. The apparatus as recited in claim 1, wherein the second  
2 receiving device is a telephone.
- 1 8. The apparatus as recited in claim 7, wherein said  
2 second message is delivered to the second recipient in  
3 voice format as an electronic voice file.

1 9. The apparatus as recited in claim 1, wherein the second  
2 receiving device is a facsimile machine.

1 10. The apparatus as recited in claim 9, wherein said  
2 second message is delivered to the second recipient in  
3 text format as a facsimile.

1 11. The apparatus as recited in claim 1, wherein the second  
2 receiving device is a pager.

1 12. The apparatus as recited in claim 11, wherein said  
2 second message is delivered to the second recipient in  
3 text format.

1 13. The apparatus as recited in claim 1, wherein the  
2 broadcast message is originated in text form.

1 14. The apparatus as recited in claim 13, wherein the  
2 broadcast message is delivered to the first recipient  
3 in text format as an email, or as a fax, or as a text  
4 file.

1 15. The apparatus as recited in claim 13, wherein the  
2 second receiving device is a telephone.

1 16. The apparatus as recited in claim 15, wherein said  
2 second message is delivered to the second recipient in  
3 voice format as an electronic voice file.

1 17. The apparatus as recited in claim 13, wherein the  
2 second receiving device is a facsimile machine.

1 18. The apparatus as recited in claim 17, wherein said  
2 second message is delivered to the second recipient in  
3 text format as a facsimile.

1 19. The apparatus as recited in claim 13, wherein the  
2 second receiving device is a pager.

1 20. The apparatus as recited in claim 19, wherein said  
2 second message is delivered to the second recipient in  
3 text format.

1 21. The apparatus as recited in claim 1, wherein said  
2 message router selects said first and second formats  
3 for delivery according to receiving capabilities of the  
4 first and second receiving devices.

1 22. The apparatus as recited in claim 1, wherein said  
2 message router includes a telephone number within said

3 second message that corresponds to the second receiving  
4 device.

1 23. The apparatus as recited in claim 22, wherein said  
2 telephone network server extracts said telephone number  
3 from within said second message for initiating a call  
4 session over the telephone network to the second  
5 receiving device for delivery of the broadcast message.

1 24. A message broadcasting apparatus, comprising:  
2 a message router, for routing a broadcast message to a  
3 first receiving device and a second receiving  
4 device, wherein said first receiving device is  
5 connected to a data network and said second  
6 receiving device is connected to a telephone  
7 network;  
8 a data network server, coupled to said message router,  
9 for transmitting said broadcast message over said  
10 data network, and for delivering said broadcast  
11 message to said first receiving device; and  
12 a telephone network server, coupled to said data  
13 network server, for retrieving said broadcast  
14 message from said data network, and for delivering

15           said broadcast message to said second receiving  
16           device over said telephone network.

1   25.   The message broadcasting apparatus as recited in claim  
2           24, wherein said broadcast message is originated in  
3           voice form or text form.

1   26.   The message broadcasting apparatus as recited in claim  
2           25, wherein said message router translates said  
3           broadcast message into a first message having a first  
4           format compatible with said first receiving device and  
5           a second message having a second format compatible with  
6           said second receiving device.

1   27.   The message broadcasting apparatus as recited in claim  
2           26, wherein said first receiving device is a computer.

1   28.   The message broadcasting apparatus as recited in claim  
2           27, wherein said first message is delivered to said  
3           computer in text format.

1   29.   The message broadcasting apparatus as recited in claim  
2           26, wherein said first message is delivered to said  
3           computer in voice format.

1 30. The message broadcasting apparatus as recited in claim  
2 26, wherein said second receiving device is a  
3 telephone.

1 31. The message broadcasting apparatus as recited in claim  
2 26, wherein said second receiving device is a facsimile  
3 machine.

1 32. The message broadcasting apparatus as recited in claim  
2 26, wherein said second receiving device is a pager.

1 33. A message broadcasting system, comprising:  
2 message entry logic, for originating a broadcast  
3 message addressed to recipients, wherein a first  
4 recipient is accessed over the internet and a  
5 second recipient is accessed over a telephone  
6 network, said broadcast message comprising:  
7 a first message, having within a first IP address  
8 corresponding to said first recipient; and  
9 a second message, having within a second IP  
10 address and a telephone number corresponding  
11 to said second recipient;  
12 a message routing computer, coupled to said message  
13 entry logic, for formatting said first and second

14 messages, and for designating a telephone switch  
15 whereby said second recipient is contacted;  
16 a data network computer, coupled to said message  
17 routing computer, for transmitting said first and  
18 second messages over the internet; and  
19 a telephony computer, coupled to said data network  
20 computer, for directing said telephone switch to  
21 access said second recipient, and for delivering  
22 said second message to said second recipient,  
23 wherein said second IP address uniquely identifies  
24 said telephony computer.

1 34. The message broadcasting system as recited in claim 33,  
2 wherein said message entry logic allows entry of said  
3 broadcast message in either spoken form or textual  
4 form.

1 35. The message broadcasting system as recited in claim 33,  
2 wherein said first message is transmitted to a  
3 computer.

1 36. The message broadcasting system as recited in claim 33,  
2 wherein said second message is transmitted to a  
3 telephone.



1 37. The message broadcasting system as recited in claim 33,  
2 wherein said second message is transmitted to facsimile  
3 machine.

1 38. The message broadcasting system as recited in claim 33,  
2 wherein said second message is transmitted to a pager.

1 39. A method for sending a broadcast message to a first  
2 receiving device and a second receiving device, the  
3 first receiving device being addressed by a telephone  
4 network and the second receiving device being addressed  
5 by a data network, the method comprising:

6 a) translating the broadcast message into a first  
7 message and a second message, the first message  
8 being in a first format compatible with the first  
9 receiving device and the second message being in a  
10 second format compatible with the second receiving  
11 device;

12 b) sending, via the data network, the first message to  
13 the first receiving device and the second message  
14 to a telephone switch;

15 c) causing the telephone switch to access the second  
16 receiving device; and

17 d) delivering the second message over the telephone  
18 network.

1 40. The method as recited in claim 39, wherein said  
2 translating comprises embedding an IP address  
3 corresponding to a telephone network server into the  
4 second message. A

1 41. The method as recited in claim 40, wherein said causing  
2 comprises:

- 3 i) providing a telephone number to the telephone  
4 switch; and  
5 ii) directing the telephone switch to dial the  
6 telephone number.

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